

The Link

Accepting the challenge.

by Troy Marshall, American Angus Association



Today's marketplace is rapidly changing and evolving. What was once considered to be exceptional is now just average. Competition is fierce and growing. The only thing we can say with absolute certainty is what was once considered adequate will be barely sufficient in the future. Success is

determined by our ability to adapt, our ability to differentiate ourselves from others and our willingness to change.

The American Angus Association's AngusLinkSM program has a simple focus — to help commercial producers capture more value and benefit from their use of superior Angus genetics. The program has experienced a significant amount of growth and success in this regard.

During the last three years, producers who enrolled in AngusLink were able to garner more than \$18.25 million in premiums for their calves. While still in its infancy, the AngusLink Genetic Merit Scorecard[®] (GMS) has been gaining acceptance in the marketplace, and calves with the scorecard received record premiums in 2022.

Critical mass

However, the long-term success of AngusLink will be determined by its ability to foster acceptance of the GMS. The ultimate goal is to reward users of superior genetics and make genetic merit a critical component of the pricing equation for feeder cattle. To achieve those goals, the program must achieve critical mass, where a large percent of cattle being offered are being sold with the Genetic Merit Scorecard.

To build upon the successful foundation that has been created and take the program to the next level, AngusLink needed to evolve and adapt in a similar way producers do every day.

Powerful duo

As a result, we are excited to announce the Association has formed a working relationship with IMI Global to help the AngusLink program reach its goal of putting more dollars into the pockets of as many producers as possible. While AngusLink will no longer be directly enrolling cattle, we will be collaborating with IMI Global to provide the enrollment services to producers.

It is important to note that the

American Angus Association will continue to validate the AngusVerified program and calculate the scores of the GMS for producers along with IMI enrollment.

This collaboration will bring IMI Global's expertise in the verification space with the Angus breed's undisputed leadership in genetics. Combining the two market leaders, commercial producers will gain access to all of the programs offered, have a streamlined enrollment process, and will benefit from the combined marketing clout of the two entities.

This alliance expands opportunities for producers, and is the result of the natural evolution of a changing marketplace. By working together we can create more value for individual producers and for the industry as a whole.

As is often the case, this exciting transformation did not occur suddenly, but rather was made possible by several small, incremental improvements that brought us to this point. This goes beyond expanding the opportunities available for producers, gathering efficiencies and streamlining the enrollment process, or even increasing marketing access and marketing avenues.

This relationship was ultimately formed to create more value for commercial producers — to help them capture the value they are creating. **ABB**

Editor's note: "The Link" provides insight into programs and services of the American Angus Association's Commercial Programs Department. Troy Marshall is director of commercial industry relations.

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